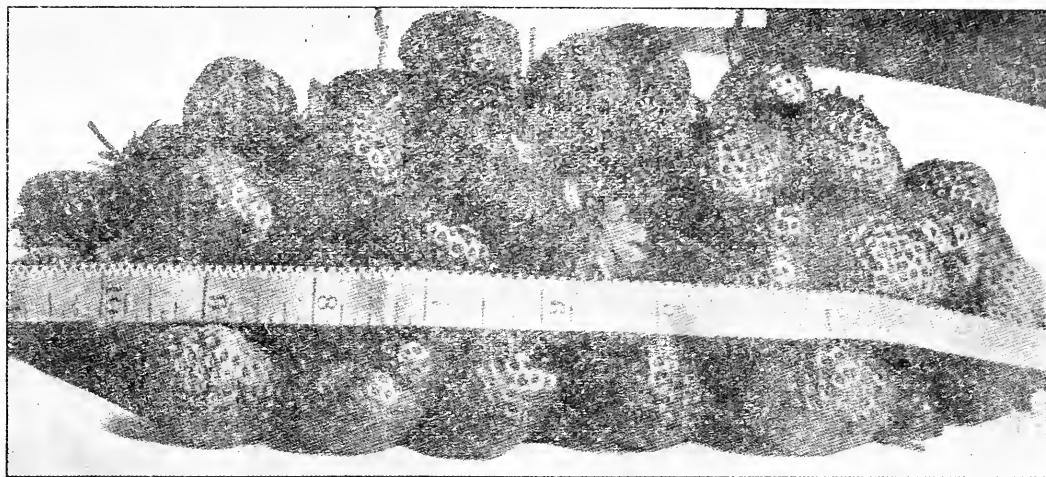


## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.





This Photograph of SUPERB berries was taken October 27, 1910, from berries picked October 25, 1910, from plants set in May 1910.

**Superb** (PER.) A seedling of "Autumn" crossed with the "Cooper." It is a healthy grower that makes runners freely, runners long so it does not mat too thickly. Fruit large, dark red, glossy, firm and extra good quality. Does not fruit much on new runners.

L. J. Farmer of Pulaski, N. Y., who has probably given more attention to the strawberry than any other man in this State says: "The Superb is the largest Fall strawberry I have ever seen, is glossy and very attractive as well as of the finest flavor. The plants are strong healthy growers with long runners which stretch over a great surface of ground. It does not make such large roots as Productive but the foliage is very strong and healthy. It brings every blossom to maturity there being no blanks which is a strong point in a fall strawberry. The berries are large and attractive and like the old Ridgeway strawberry look as if each berry was turned out in a lathe. The flavor is excellent. I picked a quart of these berries at Mr. Cooper's place in the rain on October 25th and brought them to Pulaski where they were photographed October 27th. They were then shipped to Albany and made into shortcake."

## The "Onward," "Advance" and "Forward"

I am offering three new seedlings this season, the "Onward," "Advance" and "Forward." They are all seedlings of the "Autumn," crossed with the "Cooper," and are so much alike, one description will answer for all. They are all perfect blossoms, good healthy growers and free plant makers. The fruit is large, firm, dark red and round as a top, never misshaped and quality good. Fruits from June to November. These varieties fruit more on new runners than the "Superb," but like the "Superb" are not much affected by spring frosts as they all bore a very heavy crop last June while my summer varieties did not produce over one-third of a crop on account of frosts. They all are well adapted for hill culture which is by far the best way to grow them. I pick off only the fruit stems in the spring, and commenced shipping berries August 1st. If you try them I am quite sure they will please you.

### —••• PRICES •••—

Superb,	per.	25 plants	\$1.00	50—\$1.50	100—\$2.50	1000—15.00
Onward,	per.	20 plants	\$1.00	50—\$2.00		
Advance,	per.	20 plants	\$1.00	50—\$2.00	100—\$4.00	
Forward,	per.	20 plants	\$1.00			

Sent by mail, postpaid; or by Express on receipt of price. Remit by Post Office Money Orders, Express Money Order, Bank Draft or Registered Letter.

Please write your Name and Address plainly.

**SAMUEL COOPER,** Delevan, New York

Price list

## Origin of the Fall Bearing Strawberry

On the 28th day of September, 1898, I found among a bed of Bismarks, one plant with 16 runner plants with ripe berries, green berries and blossoms on; from these have come the Pan American, which was so named because it had no foreign blood in it, being a sport by bud variation from the Bismark. From these and their seedlings have sprung all the Fall bearing varieties in America today of American origin, so far as I know, those of French origin not proving of much value in this country.

(OVER)

After raising thousands of seedlings I have several varieties which are very promising but shall only offer Superb, Advance, Onward and Forward this year. Others I shall thoroughly test and propagate. If they prove worthy I shall offer them to the public believing the Fall bearing (or everbearing) varieties to be a great improvement over the common varieties even for fruiting in the Spring, with the advantage of getting three crops in two years instead of one.

EDWIN H. RIEHL, President Alton Horticultural Society  
State Experiment Station No. 8

Samuel Cooper, Alton, Ill., October 26, 1910  
Delevan, New York

Dear Sir:—Replying to your favor of recent date, will say that your new Fall bearing Strawberries sent for trial behaved very well. No. 7 (now named Superb) of which you sent six plants is so far the most promising. It bore right along from the time the plants got well established 'till now. A vigorous healthy grower, free plant maker. Fruit large, dark red, glossy, firm and of very good quality. I did not disbud except at the start because I wanted to be able to judge them fairly and test their vitality.

Very truly,

EDWIN H. RIEHL

Samuel Cooper, Alton, Ill., November 18, 1911  
Delevan, New York

Dear Sir:—I am much pleased to report favorably on your Superb. At the regular June fruiting season it is all that could possibly be expected. Plant healthy, vigorous and very productive, medium to late. Fruit large, roundish, rich, dark red, glossy, uniform, never misshapen, ripens evenly, quite firm, quality very good. Very hardy, a free plant maker, bears in moderate quantity in fall months. I think so much of it that I really felt called upon to plant all I have for my own fruiting, but should I feel disposed to part with any, what is the lowest price per 100 at which I may sell, and what royalty would you expect.

We had a terrible drouth here which ruined nearly 100 varieties, yet Superb and a few others stood the test remarkably well.

Awaiting your early reply, I am, Yours very truly,

EDWIN H. RIEHL

Samuel Cooper, Alton, Ill., November 2, 1912  
Delevan, N. Y.

Dear Sir:—Think I did well for you on Superb, considering my small start with 4 plants you sent me for trial. Your royalty amounts to \$29.50, and inclosed you will find draft for that amount. Superb is indeed a great variety, even if it bore but the main June crop. I would prefer it to any other.

Yours truly,

EDWIN H. RIEHL

#### GARDNER NURSERY COMPANY

Samuel Cooper, Osage, Iowa, December 24, 1912  
Delevan, New York

Dear Mr. Cooper:—I have just reached home after attending the meeting of the Minnesota State Horticultural Society at Minneapolis, Minn., the Iowa State Horticultural Society at DeMoines, Iowa, and the Northeastern Iowa Sessions at Waterloo, Iowa. We had splendid meetings at each place and the Everbearing Strawberry had a prominent place on all the programs as well as in the discussions, both in and out of the regular sessions. At all the above meetings I heard many warm words of praise for you as being the father of this new race of strawberries. Your Superb was highly spoken of by many and some of the prominent horticulturists stated that on their grounds this variety led all others in merit. I hope you will live many years to enjoy the fruits of your labors, for by your work you have opened the way for a revolution in strawberry growing that will be worth untold millions in all regions where this valuable berry is grown.

Cordially yours,

CHARLES F. GARDNER

Extract from letter: "Sherman, N.Y., January 8, 1913. The Superb is the best and most prolific berry I ever fruited and good all round. G. W. Strong."

No. 762

#### STATE OF NEW YORK DEPARTMENT OF AGRICULTURE Certificate of Inspection of Nursery Stock

*This is to Certify* that the Berry plants of Samuel Cooper of Delevan, County of Cattaraugus, State of New York, were duly examined in compliance with the provisions of Section 305 of the Agricultural Law, and were found to be apparently free from any contagious disease or diseases, or San Jose scale or other dangerous injurious insect pest or pests.

This certificate expires September 1, 1915.

Dated, Albany, N.Y., October 1, 1914,

CALVIN J. HUSON,

Commissioner of Agriculture